FALL/WIN. 93.
HSPD - PUBLICATIONS - NEWSLETTER
00-00-494

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FALL '93/WINTER '94 "THE HOURGLASS" NEWSLETTER

PRESIDENT ED MULLINS SALUTES VOLUNTEERS - THEY LIGHT UP HIS LIFE!

It takes volunteers to make things happen and good things happened in 1993, Palm Desert's 20th anniversary year and the first year of the resurgence of the Historical Society of Palm Desert.

See items in this issue of The Hourglass about the Society's Fall Luncheon, the highly successful, First Annual Cove Communities youth mini-muster and other activities and projects brought to fruition since the Society "set up shop" in the original fire station on El Paseo in fall '92.

President Mullins wants each and every volunteer to know that his/her work in the revitalization process is sincerely appreciated. And, he emphasizes, more help is needed. Come, join the team! A good rule of thumb is, if you're asked, say YES, if you're not asked, VOLUNTEER.

FALL LUNCHEON AT SHADOW MOUNTAIN CLUB

Ed Mullins welcomed members and volunteers to the September 30 luncheon, beautifully arranged by Jean Hollenbeck, at the Shadow Mountain Club, of course, where so much of the area's early social life centered and where it all began to happen, following WW II. He also called attention to the handsome, new information cards at each table. The cards feature an illustration of a historic site, some descriptive words about what once was only a sandy cove in the Santa Rosa Mountains, plus information about the Historical Society and a map showing where the Society is located on El Paseo. Different illustrations will be used for each printing.

Gene Roberts, a Palm Desert resident since the early 1950s, took us on a walk down memory lane. Gene owned a 5-acre date garden at the intersection of Bob Hope and Fred Waring Drive. He described the "Palm Village" of that time -- 50 to 75 homes on the north side of Highway 111, a grocery store, gas station, post office, magazine building and a Mexican restaurant. Period.

Gene paid high tribute to Palm Desert founder, Cliff Henderson. Also, he talked about the significant contributions made by Hal Kapp, Ted Smith, Phil Boyde, Randall Henderson and others to the development of Desert Magazine, College of the Desert and the Living Desert. The Sun Lodges were the first condos in the desert, Gene said, 100' frontage on El Paseo was going for $5,800 and the tennis tournament invitationals at Shadow Mountain Club were focusing national attention on both men's and women's tennis. Later, Mon Wallgren promoted the addition of a golf course at Shadow Mountain Club. Heady days! Thanks for the memories, Gene!

MINI-MUSTER IS THE NAME, FIRE SAFETY IS THE GAME

Barbara Callahan chaired this cooperative effort of the Desert Sands Unified School District, the Riverside County Fire Department and the Historical Society of Palm Desert, which created a truly win-win-win situation for students, fire fighters and volunteers. Teams of third grade students from Gerald Ford, Abraham Lincoln and George Washington Schools, the school principals, teachers and school volunteers all received high praise for the enthusiastic, organized participation they brought to the event.

The firefighters, under leadership of Chief Vogt and Captain Yazloff of Station 33, provided a truly meaningful learning experience for the children. They brought fire safety to life! And the children loved it! Their posters and letters of thanks following the mini-muster were charming testimony to how much they enjoyed the obstacle courses and relays, among them the stop/drop and roll drill. Jumping through a window and rolling the dirt has appeal, not only to third graders! And the bucket brigade was very popular, learning the "fun way" and seeing you could stay driest. Fire fighters were superb in their explanation of firefighting equipment, paramedic unit and engines which were brought to each school.

Many thanks to all who took part and to McDonald's for many gallons of cold drinks.

The Historical Society presented awards to the students and to the schools, also to the fire stations and individuals who participated. James Yazloff, Barry Lawrence and Mike Smith accepted awards on behalf of all stations involved.

The Society is grateful for this opportunity to interact with the community, to build on our fire station heritage and to fulfill that part of its mission which dictates meaningful community outreach to benefit students.

COME SEE THE "GLORY WALL", A THRILLING, PHOTOGRAPHIC DISPLAY

From the beginning, the aura of success has surrounded Palm Desert and the display assembled with descriptive legends by Howard Schureman and Associates, is a splendid reminder of the excitement that set Palm Desert on its course as the jewel of the desert.

The photographic display is in place, ready for viewing, and volunteers solicit from you any three-dimensional articles you may have which could be used in a case beneath the photos. Mementos from the first church, the Desert Magazine, the Little Theatre, Fire Cliff Lodge, early tennis matches, Patton's motor vehicle pool are needed. You name it, anything from mugs to matchbooks, theatre programs and the like will be gratefully received.

Also on view at the present time are gifts recently received - an original painting of "Andy the Donkey Man" given by Bob Hillary and a color rendering of John Kennedy's Airlansea office, given by Bill Smith.

MAKING HEADQUARTERS MORE "USER-FRIENDLY"

Additional carpeting, transfer of office operations to a sunny corner room ar among the changes that have freed up space in the main area. Also, equipment has been added - the copy machine donated by Jean Martin has been serviced and it works fine . . . thanks, Jean. Capability in the John Kennedy film library has been enhanced with installation of a photographic copy stand; and Rheo Lawman donated a new refrigerator for the kitchen. Great addition . . . thanks, Rheo! The new look definitely improves the operations for the office, for volunteers and visitors alike.

ECHOES OF PALM DESERT'S 20TH ANNIVERSARY
AND A JELLY BELLY BAG TO CELEBRATE

<u>Mayor's Breakfast - 20 questions</u>

Congratulations to Kermit Martin, Jean Hollenbeck and Ella Manor, the three Historical Society Members who were winners of the Trivia Quiz. Q. #13 seemed to give most people a problem: "What significant event happened on September 10, 1976 which drastically changed the direction of the City's growth?" Answer: The flood of Hurricane Kathleen.

Former and current Palm Desert leaders were parade marshals for the Golf Cart Parade. Our Historical Society President, Ed Mullins, council member 1976-80 and mayor 1977-80, was one of the 10 grand marshals who rode in the electric trolley. Later, he was seen scurrying about, looking for the Society's Fire Engine #1, to make it available for photos with the children.

Easel displays of old photos created interest at the park after the Golf Cart Parade. Jelly Belly bags were distributed and free Polaroid pictures of themselves were given to the children. Over 200 pictures were taken!

NEW WORKERS IN PRESERVATION - ARCHIVAL NOTES FROM GINNY FOLKERS

Who was a history major in college, is a true history buff for life, lives in a historic house and is giving time at the Historical Society? Answer: Cheryl Schuler. It was a lucky day when Cheryl and her husband, Mike, and their three children moved to town and bought the home built by Senator Albert Hawkes of New Jersey. They are adapting it to their needs.

Others who are helping inn archives are Mary Safe and Ruth Miller.

Ginny reports acquisitions from: Celia Dunn (books); Bill Smith (materials of John Kennedy); Palm Springs Historical Society (materials on Fred Penney); Palm Desert Chamber of Commerce, via Norman Wilson of Kansas City (information about Andy, the Donkey Man; City of Palm Desert - Polaroid camera, aerial views, funding for the computer and photograph display; Riverside County Fire Department and California Division of Forestry, Palm Desert, an aerial view of Palm Desert; Palm Desert Chamber of Commerce - postcard rack and aerial views; Friends of the C.O.D. Library (via Millie Bird) - 30 Desert Magazines and a book; Fay Bowie - Webster's Dictionary, (Fay also brought a collection of papers from Ann Carpenter); Rheo Lawman - books, papers and photographs; and Florence Maxwell - info/articles on Palm Desert Community Church and its origins. Also, Cheryl Schuler gave one of the original, intercom phones from the Hawkes' house. Thanks to all!

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Help us grow. Please bring a friend to the next event.

Our membership has doubled during the past year, but we need new workers and members!

President Mullins has named Russ and Irma Marshall to head the "Gifts and Bequests" committee. Future issues of the newsletter will carry names of donors and honorees, with personal acknowledgement, as in the past.

ACTIVITY PLUS - A REPORT FROM THE AUDIO/FILM ROOM

Roger Keezer created his own mascot from skeletal remains he and his wife, Maria, found on desert trails. Both are ardent hikers. Tyrannosaurs Brutus Coyoteous looks down from atop a cabinet on an interesting scene. He is worth a visit.

Roger has been busy, both in the library and in the field. He took documentary photos of the mini-muster, and has set up displays at the Veteran's Day Ceremony at the General George Patton Museum at Chiriaco Summit and at Palm Desert's 20th anniversary celebration at the Civic Center.

He has transferred to video black and white slides showing early Palm Desert, has made a framed photo collection for the east wall of the main room, and has been assisting De Ann Lubell and Linda Barkman with materials for an upcoming feature article in Palm Springs Life Magazine on the history of Palm Desert.

Roger says "Anyone wishing to help identify and catalog photos, please let us know. Also, we are looking for the donation of an older S.L.R. camera". That's single lens reflex to the unitiated.

AND THE BEAT GOES ON . . .

Children who missed being photographed with Fire Engine #1 at the Civic Center may come to Society headquarters on Saturdays from 10 AM to 3 PM for their free Polaroids. Please call 346-6588 so the engine will be shined up and ready for you.

At the January 26th Board Meeting, President Mullins will name a nominating committee to provide a slate in April. The Society's first board to be elected by membership mail ballot will be installed later this year.

Meanwhile . . . look for notice of dedication of Historic Marker #1, to be placed at the corner of Highway 74 and El Paseo, site of the original City Hall. It is a beautiful plaque. And there'll be an invitation to another gala luncheon in February, program to be announced, maybe a Valentine motif? And, in the Spring, Founder's Day.

Best New Year's wishes for an outstanding year in 1994! Come see us at the Fire Station!

Theda Lundquist
Editor

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